

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

What is claimed is:

1. (Currently Amended) A driving method for an electro-optical apparatus, ~~comprising an electro-optical element disposed between two substrates and including~~ switching elements disposed, respectively, at a plurality of pixels arranged in a matrix manner corresponding to intersections of a plurality of scanning lines and a plurality of signal lines, and the electro-optical apparatus being adapted to write a data signal of positive polarity and a data signal of negative polarity to each pixel via the switching elements alternately on a frame-to-frame basis, ~~including: the driving method comprising:~~
_____ ~~after having written any one of the data signal of positive polarity and the data signal of negative polarity in each frame, a non-data signal having a same polarity as the written data signal and of a maximum voltage value is written to the pixels; and~~
_____ ~~then after having written the non-data signal, a data signal having the opposite polarity from the data signal which is written in a previous frame is written to the pixels.~~
_____ ~~selecting, during a first sub field of each frame, a scanning line of the plurality of scanning lines and applying the data signal to a pixel corresponding to the scanning line;~~
and
_____ ~~applying, during a first portion of a second sub field that follows the first sub field, a non-data signal that has a same polarity as the data signal applied to the pixel and of a maximum voltage value to a signal line corresponding to the pixel and selecting, during a second portion that follows the first portion of the second sub field, a scanning line and applying the non-data signal to the pixel.~~

2. (Original) The driving method for an electro-optical apparatus according to Claim 1, the electro-optical element being liquid crystal, and a three-terminal switching element which is turned on when a scanning signal being supplied during each selection period that selects the plurality of scanning lines in sequence is employed as the switching element, and the data signal and the non-data signal supplied from the plurality of signal lines are written to the pixels in line sequence via the three-terminal switching element in the ON-state.

3. (Cancelled).

4. (Cancelled).

5. (Cancelled).

6. (Currently Amended) The driving method for an electro-optical apparatus according to ~~Claim 5~~, Claim 1, the period of time for writing and retaining the non-data signal in the second sub field being shorter than the period of time for writing and retaining the data signal in the first sub field.

7. (Cancelled).

8. (Cancelled).

9. (Currently Amended) An electro-optical apparatus, comprising:

~~an electro-optical element disposed between two substrates;~~
switching elements disposed, respectively, at a plurality of pixels arranged in a matrix manner corresponding to the intersections of a plurality of scanning lines and a plurality of signal lines;

the electro-optical apparatus being adapted to write a data signal of positive polarity and a data signal of negative polarity to each pixel via the switching elements alternately on a frame-to-frame basis, and further comprising:

a three-terminal switching element as the switching element, which is turned on when a scanning signal is supplied during each selection period for selecting the plurality of scanning lines in sequence;

a scanning line driving circuit and a signal line driving circuit that drive the plurality of scanning line and the plurality of signal line, respectively; and

a control circuit that controls the scanning line driving circuit and the signal line driving circuit in such a manner that after having written any one of the data signal of positive polarity and the data signal of negative polarity in each frame, a non-data signal having the same polarity as the written data signal and of maximum voltage value is written to the pixels, and after having written the non-data signal, a data signal having the opposite polarity from the data signal written in a previous frame is written to the pixels are provided.

circuit, selects, during a first sub field of each frame, a scanning line of the plurality of scanning lines and applies the data signal to a pixel corresponding to the scanning line, and applies, during a first portion of a second sub field that follows the first sub field, a non-data signal that has a same polarity as the data signal applied to the pixel and of a maximum voltage value to a signal line corresponding to the pixel and selects, during a second portion that follows the first portion of the second sub field, a scanning line and applies the non-data signal to the pixel.

10. (Cancelled).

11. (Cancelled).

12. (Currently Amended) The electro-optical apparatus according to ~~Claim 11~~, Claim 9, the period of time for writing and retaining the non-data signal in the second sub field being shorter than the period of time for writing and retaining the data signal in the first sub field.

13. (Original) Electronic equipment, comprising the electro-optical apparatus according to Claim 9.

14. (Cancelled).

15. (Cancelled).

16. (Cancelled).